

**Job Class Profile: Community Relations Officer****Pay Level: CG-37 Point Band: 814-847**

Factor	Knowledge	Interpersonal Skills	Physical Effort	Concentration	Complexity	Accountability & Decision Making	Impact	Development and Leadership	Environmental Working Conditions	Total Points
Rating	6	5	2	3	5	5	5	2	2	
Points	280	83	13	14	150	108	103	43	21	815

**JOB SUMMARY**

The Community Relations Officer is responsible for promoting and developing educational courses and programs for the College of the North Atlantic (CNA). Work involves promoting educational opportunities, maintaining linkages with training consultants, academic schools, businesses, government and the general public to co-ordinate necessary services for the purpose of providing quality learning opportunities and assist in the development of courses and programs reflective of the needs of industry, government, organizations and individuals.

**Key and Periodic Activities Duties**

- Plans, oversees, co-ordinates and directs the delivery of programs and activities of the Corporate Services Division with a focus on profitability, cost awareness and business competitiveness.
- Identifies training needs and establishes effective linkages with industry, unions, government departments, professional and trade associations and volunteer groups to develop an awareness of the programs and services available through the College.
- Researches public and private funding services and writes related proposals.
- Prepares and submits budgets to financial staff, college personnel and organization requesting the training.
- Develops and delivers presentations regarding contract training and consultancy services.
- Prepares statistical, financial and activity reports.
- Works with campus managers on program acquisition and delivery.
- Markets services of the College and relevant products to prospective clients.
- Responsible for profit generation through all training initiatives for the College.
- Researches and analyzes information on programs and services that have been identified as priorities.
- Provides resources and assistance with program delivery logistics to instructors.
- Supports students in the applicable sector.
- Facilitates delivery of training by ensuring materials are purchased, facilities rented, etc.
- Manages the Community Education Program by hiring part time co-ordinators and instructors, advertising programs and completing check requisitions to pay facility rentals (i.e. Firearm

### Key and Periodic Activities Duties

- Safety for Wildlife officials and Boat Operator training for the Lifesaving Society.
- Attends trade shows and job fairs to meet and develop relationships with clients with the intention to becoming their training provider.
- Travels to various training courses and learning centres throughout the province.
- Attends regional teleconferences to develop ideas at a campus level.

## SKILL

### Knowledge

#### General and Specific Knowledge:

- Adult education principles and practices.
- Post-secondary education system.
- Community affairs.
- Research methodology.

#### Formal Education and/or Certification(s):

- Minimum: Undergraduate Degree in Business, Education or Social Sciences.

#### Years of Experience:

- Minimum: 4 to 5 years of experience.

#### Competencies:

- Strong interpersonal, writing and presentation skills.
- Computer skills.

### Interpersonal Skills

- A range of interpersonal skills are utilized including listening to information related to training opportunities and needs; asking questions to gain information and clarification regarding the type or nature of required training; providing routine and complex information related to delivering training; promoting educational opportunities; negotiating training contracts; gaining the co-operation of others to develop educational programs and courses and making formal presentations to industry, business, government departments and community agencies.
- Communications occur with employees within the immediate work area and peers within the organization; CNA management and students; supervisors and managers; general public including community and business leaders; municipal, provincial and federal government staff and members of professional associations.
- The most significant contacts are clients including members of the general public and business community, students/trainees and co-workers.

## EFFORT

### Physical Effort

- Work demands do not result in considerable fatigue, requiring periods of rest.
- Lifting and moving of books, audio visual equipment, desks and chairs weighing up to 10 lbs. occurs occasionally.

- Standing and walking are occasionally required when meeting potential clients and conducting presentations. Some driving is also required to meet with clients.
- Sitting is a constant requirement since work demands require the use of a computer to conduct research, write funding proposals, develop and monitor training budgets and preparing statistical, financial and activity reports utilizing computer spreadsheets (also requires fine finger or precision work).

### Concentration

- **Visual** concentration is required constantly while performing computer related work including writing funding proposals, conducting research, preparing budgets and a variety of reports.
- **Auditory** concentration is regularly required in order to understand the training needs of clients and how those needs are met.
- **Time pressures and deadlines** exist for developing and delivery of training related to client needs; for submitting reports and funding proposals.
- **Interruptions** can occur and control over the process of developing and delivering training is dependent on supplies and resources (human, financial and material) being available.
- **Eye/hand co-ordination** is constantly required when performing computer related work.
- A regular requirement for **exact results and precision** work is required when preparing and monitoring training budgets and developing reports with correct information.

### Complexity

- Work involves diverse tasks involving a wide variety of training situations and topics.
- Work includes understanding the training needs of clients and co-ordinating the administrative (logistical) requirements to develop and deliver appropriate training courses and programs. Follows College policies regarding contract administration as it relates to contract training and continuing education initiatives.
- Solutions to training related problems may be developed through research and/or utilizing a team approach to find solutions.
- References available to address typical challenges or problems include colleagues, other post secondary institutions, community/industry/business leaders and training related web sites.

## RESPONSIBILITY

### Accountability and Decision-Making

- Independently responsible for approving some purchasing and making operational decisions regarding the delivery of training.
- Required to obtain approval on a district level for some programs and on a provincial level for larger programs. Cost, content, delivery methods and duration of training are some of the considerations used to determine what approvals are needed and who can authorize the approvals.
- Discretion is exercised to rent training facilities for delivery of training by following purchasing guidelines; negotiate rental cost and recommend training facilities based on suitability and cost; interviews potential candidates and makes recommendations for hire.

### Impact

- Work tasks and activities are moderately prescribed or controlled in terms of promoting and offering educational courses and programs with some control over training delivery in conjunction with the campus administrator.
- Results of work tasks and activities are directly felt within the immediate work area and department as well as within and outside the organization, including trainees.
- Provision of training to industry would result in a higher skilled workforce which impacts the employer and employees. The College is impacted as the training provides a profit, therefore, impacting overall finances which can be used to purchase additional equipment, materials and resources.
- Errors in training budgets have significant impact as profit margin is affected which could impact the quality of training delivery. If training programs are cancelled, the trainees and their employers are impacted and the corporate image of the college could be negatively impacted.

#### **Development and Leadership of Others**

- Not responsible for the supervision of staff.
- Provides advice, guidance, direction, feedback, training and orientation to new employees as well as organizing and co-ordinating the work of contractual employees.

## **WORKING CONDITIONS**

### **Environmental Working Conditions**

- Not required to take any special precautions or wear safety equipment.
- Limited likelihood of minor cuts, bruises, abrasions, minor illnesses, fractures or injuries/illness resulting in partial or total disability.
- Some exposure to computer glare and adverse weather conditions while driving to meet with potential clients.